

Message Text

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PAGE 01 STATE 088201
ORIGIN COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 R

DRAFTED BY COM/OIM/SAD/CATKINS/DCG
APPROVED BY EB/OCA/CD:EMSACCHET
COM/OIM/SAD/RGOOTENBERG
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EA/EP/DBOERIGTER

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R 192340Z APR 77
FM SECSTATE WASHDC
TO AMEMBASSY CANBERRA
AMEMBASSY JAKARTA
AMCONSUL MELBOURNE
AMEMBASSY SINGAPORE
AMCONSUL SYDNEY
INFO AMCONSUL AUCKLAND

UNCLAS STATE 088201

E.O. 11652: NA

TAGS: BEXP, AS, ID, SN

SUBJECT: PROPOSED SAMA IOGA TRADE MISSION TO AUSTRALIA,
INDONESIA AND SINGAPORE

REF: 10 FAM 973

1. THE SCIENTIFIC APPARATUS MAKERS ASSOCIATION (SAMA)
PROPOSES TO ORGANIZE A SPECIAL SENIOR EXECUTIVE MISSION
REPRESENTING THE THEME "AMERICAN HIGH TECHNOLOGY INSTRUMEN-
TATION". THEY REQUEST U.S. GOVERNMENT SUPPORT UNDER THE
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IOGA AUTHORITY FOR A MISSION TO SYDNEY AND MELBOURNE DURING
THE WEEK OF JULY 18, AND DJAKARTA JULY 25, 26 AND POSSIBLY
JULY 27.

2. JULY 18 HAS BEEN SUGGESTED FOR INITIATION OF THIS EVENT
BECAUSE IT CORRESPONDS WITH THE OPENING OF "LABEX", AN
AUSTRALIAN INSTRUMENTATION EXHIBITION IN SYDNEY.

3. FIRMS AND EXECUTIVES EXPRESSING INTEREST OR CANDIDACY FOR THE MISSION ARE AS FOLLOWS: (A) AMERICAN INSTRUMENT CO., B. PERLIS, MARKETING DIRECTOR; (B) AMERICAN OPTICAL CORP., J.P. ADDONIZIO, MARKETING DIRECTOR; (C) CORNING

GLASS WORKS, J. KRINGEL, GEN.MGR., CORNING MEDICAL U.S.A.; (D) E.I. DUPONT DE NEMOURS, J. SMALL, AREA SALES MANAGER; (E) FISHER CONTROLS CO., W. BESTMAN, V.P. INT'L.; (F) FISHER SCIENTIFIC CO., A.L. ABBOTT, V.P. INT'L.; (G) GPE CONTROLS, P. SCHEUBLE, GROUP V.P.; (H) HYCEL, R. MORRIS, V.P. INT'L. MKTG.; (I) INSTRUMENTATION LABORATORY, M.L. FLEISHMAN, V.P.; (J) LEEDS AND NORTHRUP, W. GRIFFITH, GROUP V.P., INT'L. OPERATIONS; (K) G.D. SEARLE AND CO., F. LUCAS, V.P. AND CHAIRMAN, SAMA INTERNATIONAL COMMITTEE.

4. MISSION WOULD BE LED BY MR. GRAY POWERS, PRESIDENT OF THE ASSOCIATION.

5. PRODUCT COVERAGE IS BROAD. LEADING TECHNOLOGY IS REPRESENTED IN BIOMEDICAL/CLINICAL INSTRUMENTS AND SYSTEMS; LABORATORY APPARATUS IN THE FIELDS OF GOVERNMENT, INDUSTRIAL AND ACADEMIC RESEARCH; ELECTRICAL, ELECTRONIC AND MECHANICAL MEASURING, TESTING AND COUNTING INSTRUMENTS; CONTROL SYSTEMS FOR INDUSTRIAL PROCESSES; AND OPTICAL INSTRUMENTS.

6. PROPOSED AGENDA WOULD INCLUDE GROUP MEETINGS WITH UNCLASSIFIED

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PERTINENT GOVERNMENT AGENCIES, RESEARCH INSTITUTIONS, HOSPITAL AND CLINIC AUTHORITIES, AND BASIC INDUSTRIES SUCH AS PETROLEUM, PETROCHEMICAL, STEEL, CHEMICAL AND FOOD PROCESSING. PARTIES WOULD BE PREPARED, IF DESIRED, TO PRESENT INDIVIDUAL PAPERS ON DEVELOPMENTS AND APPLICATIONS OF THE LEADING EDGE OF THE COMPANIES' TECHNOLOGY. IN ADDITION, INDIVIDUAL ITINERARIES AND APPOINTMENTS WILL BE REQUIRED AS SUGGESTED BY THE POSTS AND THE MISSION ADVANCE OFFICER.

7. FOR CANBERRA. THIS EVENT, SUBJECT TO YOUR CONCURRENCE, WOULD REPLACE THE JULY PHYSICAL PROPERTIES TEST EQUIPMENT SPECIALIZED TRADE MISSION. MAIN PURPOSE OF VISIT WOULD BE TO REINFORCE CORPORATE IMAGE AND DECISION MAKING CONTACTS IN THE INDUSTRY. MISSION WOULD LIKE TO EXPLORE BY FORUM-TYPE MEETINGS, WHERE POSSIBLE, PROBLEMS AND OPPORTUNITIES IN DOING BUSINESS WITH AUSTRALIA. THEY PROPOSE THREE DAYS IN SYDNEY AND TWO IN MELBOURNE. SEMINAR APPROACH MAY NOT FIT THESE OBJECTIVES AND THEY REQUEST POSTS' VIEWS AND

RECOMMENDATIONS AS TO HOW BEST TO SPARK DISCUSSIONS.
PERHAPS CERTAIN GOVERNMENT ENTITIES COULD MEET WITH THE
GROUP, OR SEGMENTS THEREOF, FOR A BRIEFING AND GENERAL
QUESTION AND ANSWER SESSION.

8. FOR DJAKARTA. SAMA RECOGNIZES THAT TIMING MIGHT BE
DIFFICULT FOR EMBASSY AND WOULD BE WILLING TO LIMIT VISIT
TO TWO DAYS IF POST CAN ACCOMMODATE THEM. MOST EFFICIENT
WAY TO MEET MAIN OBJECTIVES OF NEW CONTACTS, TECHNOLOGICAL
COOPERATION AND EXPLORATION OF PROBLEMS AND OPPORTUNITIES
RELATED TO MAJOR PROJECT DEVELOPMENTS IS TO COMBINE
TECHNICAL SEMINAR APPROACH ON ONE DAY WITH GROUP VISITA-
TIONS TO PERTINENT MINISTRIES ON THE FOLLOWING DAY.
INDIVIDUAL APPOINTMENTS COULD BE ELIMINATED IF THIS PLACES
UNUSUAL BURDEN ON STAFF. EMBASSY VIEWS AND RECOMMENDATIONS
NEEDED ASAP TO FACILITATE FINAL SAMA PLANNING.

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9. ALSO FOR DJAKARTA. TRADE SOURCES INDICATE MINISTRY OF
EDUCATION CURRENTLY TENDERING FOR 15-20 MILLION DOLLARS
IN LAB INSTRUMENTS AND EQUIPMENT FOR UNIVERSITIES. WOULD
APPRECIATE DETAILS ON THIS OPPORTUNITY TO INCLUDE CLOSING
DATES AND COMPETITIVE ACTIVITY. UNDERSTAND OTHER GOVERN-
MENTS MAY BE SPONSORING CONSORTIUM APPROACH. THE U.S.
GROUP MAY BE IN A POSITION TO RESPOND WITH A PACKAGE BID
ALSO WHICH WOULD ADD INTEREST AND IMPACT TO VISIT.

10. FOR SINGAPORE. SHOULD DJAKARTA OPT FOR ONLY A TWO DAY
VISIT, SAMA SUGGESTS THAT THE SINGAPORE TRADE CENTER MIGHT
WISH TO INVITE A SELECTED GROUP FOR A SEMINAR RECEPTION ON
WEDNESDAY, JULY 27. DOES TIMING CONFLICT WITH ANY OTHER
EVENT AND WHAT RECOMMENDATIONS WOULD YOU HAVE?
VANCE

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Message Attributes

Automatic Decaptioning: X
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Concepts: n/a
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Decaption Note:
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Disposition Approved on Date:
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Executive Order: N/A
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Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2759404
Secure: OPEN
Status: NATIVE
Subject: PROPOSED SAMA IOGA TRADE MISSION TO AUSTRALIA, INDONESIA AND SINGAPORE
TAGS: BEXP, AS, ID, SN
To: CANBERRA JAKARTA MULTIPLE
Type: TE
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